

# Professional Solicitor Campaign Detail

## Professional Solicitor

**Name:** OUTREACH ASSOCIATES/DIRECT  
ADVANTAGE MARKETING

**Address:** 2100 WHARTON STREET, SUITE 510  
PITTSBURGH PA  
15203-

**Phone:** (412) 381-2300

**Fax:** (412) 381-1259

**FEIN #:** 52-2406431

## Charitable Organization

**Name:** NEW YORK PUBLIC LIBRARY,  
ASTOR, LENOX, AND TILDEN  
FOUNDATION

**Address:** FIFTH AVENUE & 42ND STREET  
NEW YORK NY  
10018-2788

**Phone:** (212) 930-0880

**Fax:** (212) 642-0113

**FEIN #:** 13-1887440

**Campaign ID:** 192-3751-2

**Type of Solicitation:** TELEMARKETING

**File Date:** 4/9/2007

**Percentage of Funds - Charitable Organization:** 50.00%

**Percentage of Funds - Professional Solicitor:** 50.00%

Revenues		Expenses	
Telemarketing	\$39,362	Salaries	\$19,569.00
Direct Mail	\$0.00	Other Expenses	\$0.00
Door-to-Door	\$0.00	Total Expenses	\$19,569.00
Thrift Stores	\$0.00		
Internet	\$0.00	Charitable Org. Paid or Received:	\$19,793.00
Other Revenue	\$0.00		
Total Revenue	\$39,362.00	Deficit/Excess:	\$0.00

**Posted On:** Thursday, August 23, 2007